

CONTRACT

KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

<u>Contract / Revision</u>	<u>Alt Order #</u>
585269 /	

<u>Product</u>
Matheson for Congress 2012

<u>Contract Dates</u>	<u>Estimate #</u>
10/23/12 - 10/26/12	12832

<u>Advertiser</u>	<u>Original Date / Revision</u>
Matheson/D/Congress	10/22/12 / 10/22/12

<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash

<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
KSTU	Kent Carbon	Salt Lake City

<u>Special Handling</u>

<u>Demographic</u>
Adults 25-54

<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>

<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

Media Strategies & Research
1580 Lincoln St
Suite 510
Denver, CO 80203

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	13	10/23/12	10/26/12	M-F 7a-8a	7a-8a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$600.00			
N 2	13	10/23/12	10/26/12	M-F 8a-9a	8a-9a		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$600.00			
N 3	13	10/23/12	10/26/12	M-F 4p-5p	4p-5p		:30			NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$440.00			
N 4	13	10/23/12	10/26/12	M-F 9p-1005p	9p-1005p		:30			NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$2,600.00			
Totals											4	\$4,240.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	4	\$4,240.00	\$3,604.00
Totals	4	\$4,240.00	\$3,604.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Station Buy Detail

Salt Lake City, TV 2nd add

Est ID: 12832

Client: Matheson for Congress 2012

Flight Dates: Tuesday, October 23, 2012 to Sunday, October 28, 2012

KSTU-TV

Program Name	DP	Length	Rate	Tue	Wed	Thu	Fri	Sat	Sun	Total
				Oct	Oct	Oct	Oct	Oct	Oct	
				23	24	25	26	27	28	
KSTU 7a News	EM	M-F	\$600.00				1			1
7:00 AM - 8:00 AM		30	\$600.00							
Sold out at LUR per KSTU. Move to L1 to clear.										
KSTU 8a News	EM	M-F	\$600.00		1					1
8:00 AM - 9:00 AM		30	\$600.00							
Sold out at LUR per KSTU. Move to L1 to clear.										
Judge Judy	EF	M-F	\$440.00	1						1
3:00 PM - 4:00 PM		30	\$440.00							
Sold out at LUR per KSTU. Move to L1 to clear.										
KSTU 9p News	LN	M-F	\$2,600.00				1			1
9:00 PM - 10:00 PM		30	\$2,600.00							
Sold out at LUR per KSTU. Move to L1 to clear.										
Station Totals			\$4,240.00	1	1		2			4
Station Net			\$3,604.00							

KSTU-TV

Kent Carbon

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

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